MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMM3114 – MULTIMEDIA AND MANAGEMENT

(All sections / Groups)

17 OCTOBER 2018
9.00 a.m. -11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (excluding the cover page) with 5 Questions only.

2. Answer **ALL** questions.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a. What is Hypermedia? Give an example of Hypermedia. (4 marks)

b. Describe the difference between an animation and a video. (4 marks)

What is "virtual reality(VR)"?

"the computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors."

c. Assume that you are a sales manager in a hypermarket in Malaysia. How are you going to use VR to enhance the business performance of the hypermarket? Suggest 2 ideas with detailed explanation. (12 marks)

QUESTION 2

a. What is the difference between a 2D animation, a 2 ½ animation and a 3D animation? (6 marks)

b. Describe what MIDI is? (2 marks)

c. Explain 3 benefits of using MIDI in a multimedia project. (6 marks)

d. Explain 3 things you can do to improve your Power Point Slide. (6 marks)

QUESTION 3

a. List and briefly discuss the stages of a multimedia project development. (12 marks)

b. Explain 2 obstacles to accurately predict the time and resources needed to complete a multimedia project. (8 marks)

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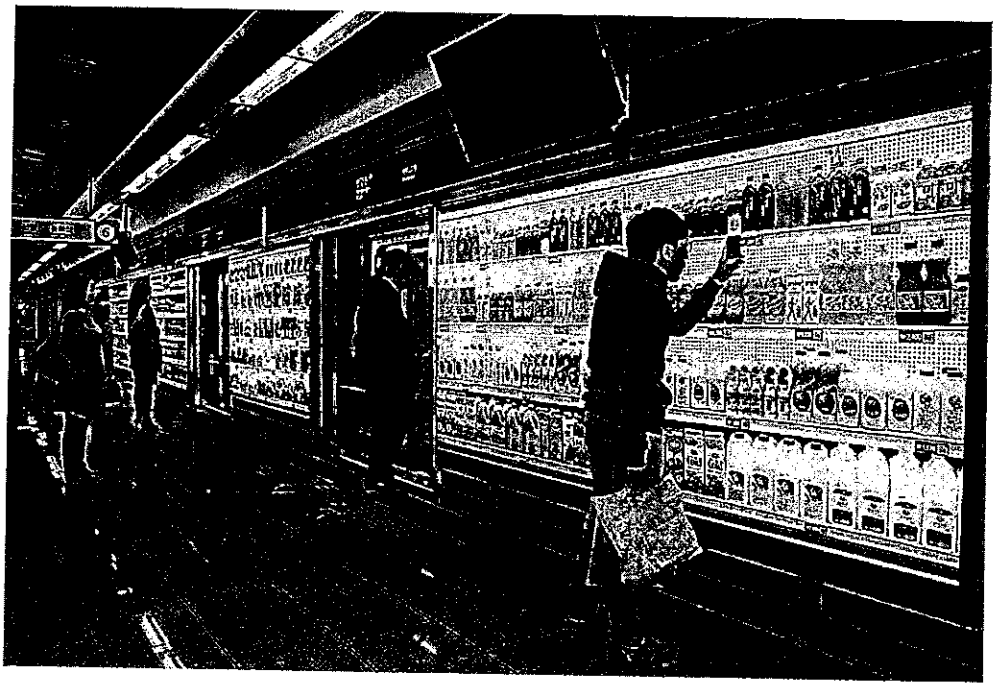
QUESTION 4



Tesco virtual supermarket in Seoul subway station

Tesco Homeplus opened a virtual grocery store in a South Korea subway station, where users shop by scanning QR codes on their smartphones. In a campaign designed by the Seoul branch of advertising agency Cheil, Tesco Homeplus supermarket opened last fall. A virtual grocery store in a South Korea subway station, permitting users to shop using their smartphones. A large billboard was installed in the station, designed to look like a series of supermarket shelves and displaying images and prices of a range of common products. Each sign also includes a QR code. Users scan the code of any product they would like to purchase, thereby adding it to their online shopping cart. After the web transaction is completed, the products are delivered to the user's home within the day. The strategy makes productive use of commuters' waiting time,
while simultaneously saving shoppers' time spent going to the supermarket.

Source: http://www.designboom.com/technology/tesco-virtual-supermarket-in-a-subway-station/

Passage above explains the implementation of Tesco Virtual Supermarket in Seoul subway station. If you would like to build similar virtual supermarket in KLCC subway station in Malaysia, describe what are the 3 hardware and 2 software that you need to use, justify your selection. (20 marks)

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QUESTION 5

a. As a project manager of a multimedia project, would you make sure that the design and storyboard were "nailed down" before beginning production, or would you start and allow the design to be changed during the production process? Why would you so? (8 marks)

b. As a project manager, how would factors such as client, the technology, and the relationship between the design and production teams affect your approach? (8 marks)

c. Explain 2 differences between the alpha testing and beta testing. (4 marks)

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